



Japan Pecan Inbound Trade Mission to Georgia and Texas

Atlanta, Georgia and
Austin, Texas
May 24-26, 2027

Japan is the fourth-largest economy in the world with a GDP of approximately \$4.3 trillion and was the fourth largest market for U.S. agricultural and related products in 2025 with approximately \$12.81 billion in exports to the market. The United States is the largest foreign supplier of consumer-oriented agricultural products to an import-reliant Japan. The United States accounts for 17 percent of the import market share in Japan, which is heavily reliant on imported food and agricultural products. **In 2025, tree nuts were among the top 10 exports to Japan, with a total value of \$410.68 million.**

Registering for this event will allow companies to meet one-on-one with qualified buyers from Japan in either Georgia or Texas and explore the Japanese market at a very low cost.

Participation Fee: \$35.00

- One-on-one meetings in Atlanta, Georgia – May 24, 2027
Or
- One-on-one meetings in Austin, Texas – May 26, 2027

Fee Includes:

- Pre-arranged matched one-on-one meetings with key buyers, importers, distributors, and/or brokers from Japan

Registration Deadline: March 12, 2027 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA’s Global Events (events@susta.org) team upon registration.

Industry Focus: Pecans

Product Description: Pecans

Activity Managers

Georgia Department of Agriculture	Texas Department of Agriculture	Georgia Department of Agriculture
Sarah Cook	Lidia Sosa	Liz Danforth
Business Development	International Trade Specialist	Business Development
(229) 454-0612	(512) 463-6098	(229) 472-2635
Sarah.Cook@agr.georgia.gov	lidia.sosa@texasagriculture.gov	elizabeth.danforth@agr.georgia.gov

If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org
SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.